BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Extended Diploma in Business and Hospitality
Unit number and title	**Unit 4: Managing an Event**
Learning aims	**B:** Investigate the feasibility of a proposed event **C:** Develop a detailed plan for a business or social enterprise event
Assignment title	Planning an Event in the Light of Research
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been asked, with a group of your peers, to decide on an appropriate and substantial event that can be staged and managed by the group. This event could be within your school or college, or in the local community. You will be required to research a variety of events, and use this to develop a detailed feasibility plan for a business or social event of your choice.

Task 1	You will need to gather comprehensive research evidence into a variety of different types of events of differing sizes, and the reasons for their success. As a group, use your research to inform your choice of an appropriate event that you can stage and manage. Once you have agreed on an event, prepare an **individual detailed event proposal** explaining your chosen event idea, its purpose and feasibility. You should give reasons for your choice, and assess the feasibility of your proposal. Your individual detailed plan should include, as applicable, an analysis of the following factors: ● aims and objectives ● detailed budgets ● resources ● catering requirements ● venue facilities and access/parking ● legal constraints including a risk assessment ● insurance requirements ● the allocation of team tasks ● methods of communication ● contingency plans You should , make use of appropriate planning tools, for

	example, Gantt charts, critical path analysis and online planning tools, when producing your plan. Conclude with an evaluation and justification of your plan, the planning tools used, and the budget and risk, making any required contingency adjustments.
Checklist of evidence required	● Evidence of research into a variety of different types of events of differing sizes, and the reasons for their success. ● An individual event proposal explaining your chosen event idea, giving reasons for your choice and an assessment of its feasibility. ● A detailed and justified feasibility plan for your chosen event.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
4/BC.D2	Evaluate and justify the feasibility of the plan, tools, budget and risk, making any required contingency adjustments.
4/B.M2	Assess the feasibility of the event proposal.
4/C.M3	Analyse the key factors that need to be considered when producing a plan for an event.
4/B.P3	Investigate the staging of several events to determine common success factors
4/B.P4	Explain the chosen event idea, including reasons for choice.
4/C.P5	Explain factors that need to be considered when producing a detailed plan for the proposed event.
4/C.P6	Produce a detailed plan for your chosen event using planning tools, detailed budget and consideration of risk assessment and contingency planning.

Sources of information to support you with this Assignment	**Websites** **www.gantt.com** **www.mindtools.com/critpath.html** **Above are some examples of websites. Further useful resources may be found at www.edexcel.com/resources/Pages/default.aspx.**
Other assessment materials attached to this Assignment Brief	*N/A*